

LWVDC Editorial and Publication Guidelines

This document is owned by the LWVDC Communications Committee

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General Editorial and Publication Guidelines

The general section contains guidelines that apply to all LWVDC communications regardless of medium/platform.

Every communication shared by the League should go through a defined content-editing and a defined copy-editing process. These may be combined or separate depending on the communication medium.

Copy Editing

- Follow AP Style Guidelines
 - LWVDC has a subscription to the AP Style Book. Contact the office if you need access.
- Follow the [LWVUS Style Guide](#)
 - A copy of this style guide is in the “LWVDC Communications-->Editorial Guidelines and Style Guides-->LWVUS Reference Material”
 - LWVUS has not updated its style guide since 2013, so use discretion and reference AP Style guidelines when needed.
- Common Items:
 - Use Oxford comma
 - No double space before new sentences
 - No superscript th, st, rd on dates example: August 16 not August 16th

Common Terminology

- *When referencing our League:*
 - Use: League of Women Voters of Dane County, LWV Dane County, LWVDC
 - Use Sparingly: Dane County League

Tone

- Always Nonpartisan

Images



- Images included in League publications must be owned by the League or permission obtained from the creator to post.

Frequency

When determining when individual communications go out to members, one should remain aware of how many communications per week a member is receiving from LWVDC, LWVWI, and LWVUS as a whole.

Plain Language

Use plain language so your audience can find what they need, understand what they find, and use what they find to meet their needs. For more, check out these tips from Cultural Linguistic Services, UW–Madison Office of Human Resources:

-  [Plain-Language-Tips.pdf](#)
-  [Introduction to Plain Language.pdf](#)

Publication-Specific Editorial Guidelines

Blog

Current Managing Editor: Meg Gordon

Purpose/Mission: Amplify League priorities in an engaging, lightweight, easy-to-read article

Audience: General public including League members

Tone:

- Balanced, fact-rich, efficient prose
- Designed to communicate with those who might disagree as well as with those likely already on board with a given topic.

Frequency: When inspiration hits but ideally every two weeks on average

Length Requirements (Min and Max):

- Minimum 100 words per blog post
- Maximum 500 words per blog post
- Additional 150 words of introduction can be added by blog editor
- Each blog post should have no more than five reference links

Image Requirements:

- Splash photo needs to account for the automatic cropping that occurs based on varying display sizes of user devices
- Each blog post has at least one image to use as the splash photo
- Blog posts may contain additional images within the body of an entry

Content Selection Process: Volunteer writers pitch to an editing team of 2-3 members

Content Editing Process: Two editors for content. Blog should have a uniform style regardless of writer; writers must be willing to work with or allow editors to maintain that style through their own changes or those made by editors. Writers must approve all content changes before any piece is published.

Copy Editing Process: Copy editor is the last stop before publication. Copy editing changes do not require writer approval.

Method/Platform of Delivery:

- Email via MailChimp subscribers
- LWVDC website
- Promoted on LWVDC social media platforms

Delivery Requirements (specific day of week, time of day, etc.): Can post any day; MailChimp notification goes out on Monday to subscribers.

Bulletin

Current Managing Editor: Lauren Surovi

Purpose/Mission: To keep League members informed of League events, updates, and ongoing activities, in addition to other relevant news and information. Currently, the *Bulletin* also serves as the historical record of our League that is submitted to the Wisconsin Historical Society.

Audience: Current League members

Frequency: Nine issues published in September, October, November, Winter (December/January) February, March, April, May, and Summer (June–August)

Length Requirements (Min and Max): No Minimum; Maximum 500 words per article

Image Requirements:

- Photos can be submitted to the editor as jpg or png
- Longer articles or articles about individuals should contain images

Tone: Business colloquial, informal but professional

Content Selection Process: Managing editor sends out a call to *Bulletin* Contributors email list, asking for contributions and will ask committees/chairs for specific pieces/submissions.

Editing Process: Team of copy editors (who volunteer on a month-to-month basis) go through an initial editing pass; then to Managing Editor, along with consultation from the Board.

When there is a copy editor available, they receive a draft of the *Bulletin* from the Managing Editor and proofread for style, clarity, and grammar. (Currently, Managing Editor serves as copy editor.)

Method/Platform of Delivery: Email via MailChimp

Delivery Requirements (specific day of week, time of day, etc.): Currently published at the beginning of the month. This may be adjusted to account for the timing of forums/programs, if forums will be timed regularly a certain week of the month, or to account for other exigencies of the League.

Enews, aka Weekly Member Update

Current Editor: Brook Soltvedt

Purpose/Mission: Brief, timely notification about events, action items, and opportunities related to our operations and our program.

Audience: Members, supporters, and subscribers

Frequency: Typically weekly, with occasional breaks for holidays or periods of slow activity.

Length Requirements (Min and Max):

- Items should be 100–200 words, or about 2-4 sentences. If longer items are submitted, they are edited to an appropriate length, adding links to external sources of details. Some items come with a lot of information in a graphic.
- We typically have 7-10 items in three categories: Voter Service, Program and Advocacy, Diversity, Equity, and Inclusion, with occasional “office” announcements at the top.

Tone: Not uniform. Can be strictly informational or breezy or humorous, depending on the content.

Content Selection Process:

Currently we assign items to bins, beginning with “office” notices (closures, member renewals, etc.) under no heading, then Voter Service, Program/Advocacy, and Diversity, Equity, and Inclusion last. Most items are submitted by the board director or committee chair in charge of the event or action being promoted. Some items come from LWVWI.

- Voter Service usually has a weekly item, as well as information about elections.
- Forum information usually comes from the Program/Advocacy director; discussion unit reminders follow.
- Fundraising items come from the Fund Development director.
- Blog posts for the website come to editor. After posting, editor creates a notice in Enews.
- Typically, editor also adds at least one DEI item each week.
- Book Discussion items are added when the books are chosen and then updated with details about meeting times as soon as discussion leaders make their plans.
- LWVWI annual meeting, issues briefing, and forums are also generally included.

Items should be:

- **Timely.** Events should be noticed in time for readers to put them on their calendar, but not so early that they become stale. If an item will be repeated for weeks, try to find ways to make it remain engaging (e.g., change the image, give examples, update level of detail) as appropriate.
- **Easy to skim.** Newsletters are meant to be scanned quickly for items of interest. The basic facts of who, what, when, and where should pop out. Links can be included for more information if the reader wants.
 - Speaker names are often bold
 - Dates have the day, date (no year), and time, in bold, and in League red color.
 - Sponsors/cosponsors are named and linked

- **Accurate.** Details (e.g., names of people and organizations) have to be verified and appropriate links added. Best practice is to link to words in the item that identify what the link goes to rather than linking “here.” Example:
 - WRONG: The ABC organization is having an event on such a date and time at this location. You can learn more about the ABC organization and the event [here](#).
 - BETTER: [The ABC organization](#) is having its [annual event](#) on such a date and time at this location.
- **Engaging.** Visuals draw attention.
 - If possible, articles should include an image, graphic, or idea for a suitable image.
 - We must have permission to use images; they can’t just be something found on another website.
 - Finding an appropriate image or adjusting an image that has been provided can be the most time-consuming part of creating the Enews.

Editing Process: A draft of each edition is sent to a group of reviewers on Sunday evening. Typically the group includes the president, office administrator, executive director, voter service chair, program chair, and a select few others who carefully check language, accuracy, and links.

Reviewers are often asked for advice on such things as:

- Skipping a repeated item in a given week
- Delaying promotion of an event that is weeks away
- Appropriateness of our promotion of a non-League event
- Order of items
- Titles of items
- Subject of email and teaser text

Method/Platform of Delivery: Email via MailChimp

Delivery Requirements: The webmaster/editor creates the draft on Sunday (usually afternoon/evening) and sends it to reviewers to proofread and respond to any judgment calls or questions from the editor. Corrections and adjustments are made Monday morning, and the final version is sent out at the time that the MailChimp artificial intelligence algorithm determines is best for reaching the most eyeballs, usually 10 a.m., if it is ready to go by then.

If at all possible, **please submit items by Saturday noon.**

- Items that are linked to other information that must first be posted on the website require more lead time.
- Items that are **complete** and **appropriate** can nearly always get in if submitted by late afternoon on Sunday.
- Earlier is better to allow for time for the editor to raise any questions and have changes approved, and be able to get the draft out at a reasonable hour on Sunday.

Other platform-specific guidelines: None

Publication/Medium: Website

Current Webmaster: Brook Soltvedt

Purpose/Mission:

- Inform the public and our members about who we are, what we do, our positions, and events, past and future.
- Provide voting information that is accurate and current.
- Provide an electronic edition of *Candidates' Answers* during election seasons.
- Provide a repository of publications for reference.

Audience: Public, with the exception of the member directory, which requires a password.

Frequency: Ongoing

Length Requirements (Min and Max): No requirements. This is very content- and context-specific.

Tone: Different for different parts of the website, but generally informational and formal.

Content Selection Process: At the moment there are areas with different types of content and they undergo their own editing and copyediting processes.

Editing Process: See above

Method/Platform of Delivery: Website

Delivery Requirements: Posting as webmaster time allows; content is available 24/7/365.

Inclusivity Efforts: Voting information is translated to Spanish. There are links to information in Hmong at the City of Madison Clerk's site.

Publication/Medium: Social Media & Publicity

Interim Managing Editor: Wendy Hathaway

Purpose/Mission: Expand LWVDC to a more diverse audience, uplift younger, BIPOC partners/orgs voices across Dane County and beyond. Committing to [diversity, equity, and inclusion](#) in word and practice.

Audience: General public, LWVDC members, local elected officials, younger folk

- Facebook: most formal of all social media platforms and can include much more detail than other platforms. Audience is the oldest demographic. If LWVDC members follow one social media account, it is this one.
- Twitter: middle formality, quickest turn-around, simpler engagement (likes, quote tweets, retweets), more use of gifs/memes/emojis as relevant
- Instagram: always requires an image; image in general does most of the “talking” for you
- TikTok: Least formal, youngest demographic, exclusively videos

Tone: Informal, conversational/colloquial, fun, engaging, informational. Nonpartisan but will engage with issues and orgs that align with League positions. See [Hootsuite](#) style guidance.

- LWV Positions <https://www.lwv.org/sites/default/files/2020-12/LWV-impact-2020.pdf>
- LWVWI Positions <https://my.lwv.org/wisconsin/positions>
- LWV Dane County Positions <https://www.lwvdanecounty.org/our-positions>

Frequency: 4-5 times/day on Twitter; 1-3 times/week on Instagram; 1-2 times/week on Facebook. UW–Madison interns create content for TikTok biweekly during election season and they work with the co-chairs to ensure content is appropriate before posting. Repost events from partner organizations across all platforms. Posts and reposts for the week must be from a majority of BIPOC-led organizations, not predominantly white institutions (PWIs). Post LWV Dane County forums and events on Facebook events. See [LWVDC Social Media Guidance](#) for best times to engage for each social media platform.

Length Requirements (Min and Max):

- Twitter: 280 character limit.
- Instagram: 2,200 character limit. One sentence minimum
- Facebook: 63,206 character limit. One sentence minimum
- TikTok: 100 character limit.

Image Requirements: For all social media, use the alt text function. Follow Hootsuite guidance. See [LWVDC Social Media Guidance](#) for platform-specific requirements (Facebook, Twitter, Instagram, and TikTok).

Content Selection Process: LWV Dane County follows LWVUS, LWVWI, and our local League policy positions. Always be aware of what other community orgs are planning at the local, state, and national level. Be aware of what is going on politically at all levels, paying particular attention to voting rights. Attend regular national, state, county, and municipal partner and community org meetings to help develop your monthly social media schedule. This includes being aware of what the other 20 local Leagues in Wisconsin are doing as well as the more prominent State League and local Leagues in other states.

LWVWI groups/committees you must follow/attend: Voting Rights/Voter Service, Community Alliances Committee, and Tech (optional: Natural Resources).

LWVUS Facebook Group: [League of Women Voters New Media](#)

Resource sharing among League volunteers on all things online League communication: social media, website, and the like. Must request to join.

Become very familiar with the content across all LWVUS and VOTE411 social media accounts. LWV often takes the lead on boosting policy positions that the state and local Leagues then follow. They take an increasingly liberal posting and partnering guidance than many local Leagues. **If LWV supports a position, event, or partner, we support it. Be relevant. Be topical. Be aware.**

The **majority** of posts, reposts, and overall content for the week **must** come from BIPOC-led partners and orgs. Amplify BIPOC labor and voices. Do not repost or share solely from PWIs, including LWV native content and campaigns. The National League self-identifies as a PWi. If more than half of your weekly posts are from PWIs, you are not doing the right work.

<https://www.lwv.org/league-management/guides/nonpartisanship-social-media>

A good example is how LWV, LWVMN, and LWV Minneapolis amplified the brutality of George Floyd's murder and subsequent support of the George Floyd Justice in Policing Act of 2021. See [LWVDC Social Media Guidance](#) for examples.

- **Visibility on Social Media**

- Not only is what you post visible, but what you *like* is visible to your followers as well. This means that you should treat posts that you like as if they are things you yourself are posting, in terms of how people might interpret them.
- Just because you deleted a post, **do not assume your post can't be seen**. Someone who does have access to see those posts could screenshot them and make them visible publicly. Twitter takes the post off of your feed but the url often remains.
- **Don't feed the trolls. Never** engage in arguments using **any** LWV Dane County social media accounts.

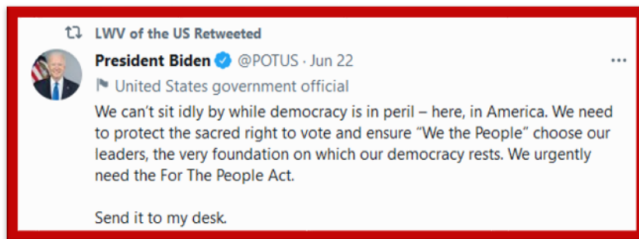
- **Be Political & Nonpartisan on Social Media**

- **Do:**
 - Retweet politicians when their tweets align with our advocacy
 - When politicians say or tweet something that aligns with our advocacy, we are still practicing nonpartisanship when we retweet or quote them.
 - Check your posts align with LWV, LWVWI, or LWV Dane County positions
 - Tag and call on politicians to take action that aligns with our advocacy
 - Acceptable to tag and call on politicians to take action that aligns with our advocacy or to fill out our voter guides
- **Do not:**
 - Respond to politicians directly if they troll you
 - Call out a party as being good or bad
 - Do not call out a party as doing something good or bad, even if as a party they are supporting or opposing something we're advocating for.
 - Advocate for how people should vote on candidates
 - Do not post anything that indicates how people should vote on candidates. Even when we really want a certain candidate to be elected because of their voting rights stance, we must refrain from saying so.
 - Retweet or share a political party's post
 - These days, many political parties have organizational social media accounts,

not just nationally but statewide and locally as well. We don't want to retweet, share, comment on, or interact with these posts in any way. It's fine to follow these accounts, but make sure you're following all and not just one party.

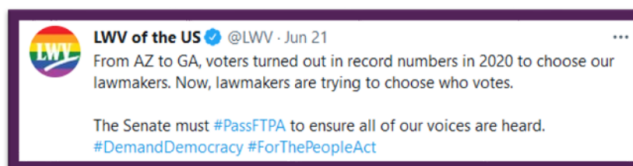
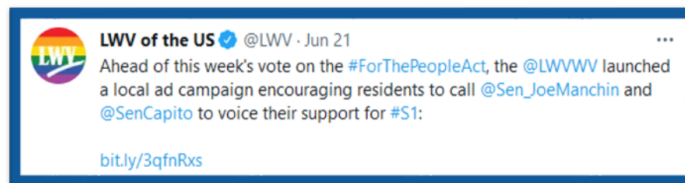
- **Election Season on Social Media**
 - Recommendation to **refrain from retweeting or sharing any candidate posts once someone has declared their candidacy for an office.**
 - The driving principle here is that we cannot provide an uneven platform for candidates running for office.
 - During a debate, it's okay to live tweet and tag candidates, but you must make sure you are giving equal weight to each candidate when you do this. It's also still okay to tag candidates in your social media posts to pressure them to fill out your voter guide.

Nonpartisanship on Social Media Examples:



**Retweeted politician
(not a candidate)
whose tweet aligns
with our advocacy**

**Calls on
politicians to take
action aligned with
our advocacy**



**Does not call
out a party**



ALT TEXT: Graphic depicting three tweets: 1. LWV Retweeted President Biden, Jun 22: We can't sit idly by while democracy is in peril - here, in America. We need to protect the sacred right to vote to ensure "We the People" choose our leaders, the very foundation on which our democracy rests. We urgently need the For the People Act. Send it to my desk.; red text to the side: retweeted a politician (not a candidate) whose tweet aligns with our advocacy; 2. Tweet from LWV of the US, Jun 21: Ahead of this week's vote on the #ForThePeopleAct, the @LWVWV launched a local ad campaign encouraging residents to call @Sen_JoeManchin and @SenCapito to voice their support for #S1; blue text to the side: calls on politicians to take action aligned with our advocacy; 3. Tweet from LWV of the US, Jun 21: From AZ to GA, voters turned out in record numbers in 2020 to choose their lawmakers. Now, lawmakers are trying to choose who votes. The Senate must #PassFTPA to ensure all of our voices are heard. #DemandDemocracy #ForThePeopleAct; purple text to the side: does not call out a party.

Editing Process: Managing editors edit all social media posts. Goal: have at least two sets of eyes on anything before it is posted.

Method/Platform of Delivery: Twitter, Instagram, Facebook, TikTok

Delivery Requirements: Create monthly draft plans for all social media platforms. Beginning of each week, plan out social media posts across all accounts. You must check all social platforms daily, 3 times/day is preferred. Can choose at least one partnering org or relevant post to repost on a social media account. Must always be aware of the voting rights partnering orgs upcoming events and any LWWUS/partner events. If there is a tweet storm, post appropriate content using the correct hashtags. Always remember to @ (tag) the orgs and individual accounts to boost profile and impressions.

LWWUS social media calendar 2022

<https://www.lww.org/league-management/suggested-messaging-calendar>

Sample LWWUS 2020 Campaigns

[Election Season Social Media Materials](#)

[She Is Me toolkit](#)

Platform-specific guidelines: Twitter schedules independently within its own platform. As Facebook integrates Instagram into their platform, in order to use Facebook's scheduling system correctly, you **must** independently create content and tag the correct accounts as not all orgs have the same @ for their socials.

Inclusivity Efforts: Use the alt text function across all social media platforms. Capitalizing hashtags (or using title case, e.g., #LeagueOfWomenVoters) makes them more accessible to those using reading software. Often the partnering orgs create content in multiple languages. Be sure to distribute/post correctly and tag them when posting. You can always repost directly from the org's accounts though quote tweets and reposts perform better when you provide additional content.

Publication/Medium: Publicity & Press Releases

Interim Managing Editor: Wendy Hathaway

Purpose/Mission: Official statement delivered to the news media/press for the purpose of providing information and/or making an announcement directed for public release. This is typically used to announce our forums, significant events, publishing/availability of *Candidates' Answers*, and occasionally for LWV-led campaigns.

Audience: The press, and eventually the general public.

Tone: Formal, with a uniform writing style regardless of topic.

Frequency: As needed

Length Requirements (Min and Max): These should be kept around 500 words or less. We want to get to the point while also highlighting why outlets might want to showcase us in the news.

Image Requirements: These do not contain images.

Content Selection Process: Content is created by the Domain or Committee in charge of managing the event. Domain seeking publicity provides the press release that will be edited by Publicity as needed.

Editing Process: This falls to the individual Domain or Committee managing an event. Publicity maintains the right to make changes for style and length as needed.

Method/Platform of Delivery: Press release is emailed; events are manually submitted to various online calendars.

Delivery Requirements: Press releases must be received **4 weeks** before the scheduled event to ensure they can be included in print media and smaller publications.

Other platform-specific guidelines: Some publications (noted in Publicity's contact list) require submissions online as opposed to through email. Publicity for events differs from other announcements (e.g., for *Candidates' Answers* or job postings) in that they need to be added to bulletin boards and calendars individually. Domains may provide specific lists of individuals or organizations to inform about events related to specific topics (e.g., climate-related groups, voting-related groups).

Inclusivity Efforts (printed in multiple languages? Distribution?): The publicity contact list for press releases includes both large and small news outlets (print, radio, television, web), local library systems, and various groups in Dane County that share similar interests. Examples: Madison365, Channel3000, Badger Herald, Capital City Hues, Simpson Street Free Press, La Comunidad, La Movida, WORT.

Publication/Medium: Program Forum Resource Materials

Current Owner: Program Chair

Publication/Media: Program forum resource materials

Purpose/Mission: The purpose of the resource materials documents is to provide information expanding on the topic of each forum. Forums are only 60 minutes long, so the resource documents provide additional information and links to many reliable sources.

Audiences: Resource materials are designed for use by League members and the public. They are also used by League Discussion Unit leaders and members to prepare for post-forum discussions.

Frequency: One set of resource materials is provided for each forum the League presents.

Length: Four to six pages, single-spaced; up to one additional page may be included for pictures, graphs, or other visual information to be inserted.

Content selection process: Program subcommittees and the Resource Materials (“Resource”) group provide content relevant to topics presented in the forums. The relevant positions of the LWVUS, LWVWI, and/or LWVDC are included to outline the League’s stance. Other sources of information may be national, state, or local government agencies; publications or speeches by forum speakers or LWV members; organizations (typically nonprofits) that study or work on the issues being addressed; professional publications; newspapers and magazines; and podcasts and videos (e.g., YouTube). Sources are checked by the Resource group to ensure they are reliable, accurate (e.g., agree with other sources), accessible, and contain information that explains or expands on the forum topic.

Editing process: Once sources are identified and vetted, the Resource group and subcommittee liaison reduce the number of sources and summarizes each reference with a link. Typically, one Resource member writes the draft and checks links. Other Resource members and the subcommittee liaison review the draft and send suggestions to the writer. Suggestions are integrated into the document.

A Resource member—someone other than the writer—does a detailed proofing of the near-final draft. In addition to copy editing, links to sources are verified.

See [Program Forum Resource Materials Guidance](#) for more detailed information.

Other platform-specific guidelines: none

Publication/Medium: *Candidates' Answers*

Purpose/Mission: Educate voters in Dane County about voting procedures, the races and candidates on the ballot, and how candidates respond to a few basic questions from our League. We direct voters to information about referenda on their ballot.

Audience: Voters in Dane County, including our members.

Frequency: Online editions for every primary and general election, as well as special elections. Print editions for general elections. Wisconsin has nonpartisan elections every spring (February primary and April election) and has partisan elections in the fall of even-numbered years (August primary and November election).

Length Requirements (Min and Max): Determined by the number of candidates running and responding to our questionnaires and the number of referenda on ballots in the county.

Tone: Formal, but we encourage simple language for the questions and responses.

Content Selection Process: The print edition includes an introduction to the League; emphasizes our nonpartisan, nonprofit status; invites members of the public to contribute and/or join the League; and provides easy-to-follow information about the voting process: absentee voting, voter registration, voter ID requirements, important deadlines, and more.

The bulk of the content is candidate responses to our questions. A committee within the Voter Service area, currently headed by Kathy Fullin, meets to determine the questions (3-4 for each office). We follow [LWV guidance on how to create good questions that are not leading](#). In some years, all candidates for a particular office across all the municipalities will be given the same questions. Some years there are particular issues of interest in a community so that, for example, alders in one city may get a more specific question than alders in another city.

We solicit responses from all candidates running for county offices, or municipal offices in the cities that are primarily in Dane County (Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie, Verona), and the candidates for school board in the 16 school districts primarily in Dane County.

Content Editing Process: The introductory and voting information is updated and reviewed by members of the Voter Service Steering Committee for completeness and accuracy.

Copy Editing Process: Most critical is that we faithfully reproduce the information provided by candidates, that we don't accidentally omit a candidate, and that our voting information is correct.

Method/Platform of Delivery: We publish online on our website and on the LWV platform Vote411.org for all elections. For general elections, but not primary or special elections, we publish in print, as an insert in the *Wisconsin State Journal* and *The Capital City Hues*, and members distribute several thousand copies to libraries, community centers, stores, food pantries, and other community locations. Copies are mailed to all candidates, whether they responded or not, and to all members who indicated in their member survey that they would like a copy mailed to them.

	Spring 2020	Fall 2020	Spring 2021
Number of pages	32	16	36
Copies distributed			
<i>Isthmus</i>	26,500*	—	—
<i>WSJ</i>	—	42,000	34,900
<i>Capital City Hues</i>	—	1,900	2,100
Mail/volunteer	3,000	3,000	2,000

*Last print edition of *Isthmus*; run was reduced from usual 40,000 to only 26,500.

Delivery Requirements: Goal is to publish online by the time absentee ballots are mailed to voters and in print roughly three weeks before Election Day. Deadlines for candidates are set accordingly. Unusual circumstances, such as the COVID-19 pandemic, forced us to adjust schedules to adapt to voter needs.

Other platform-specific guidelines: Publication on Vote411.org is coordinated with the state League, which solicits and publishes answers from state-level candidates. *The Wisconsin State Journal* has its widest distribution on Wednesdays when many people buy the print edition for the grocery store circulars. Our PDF manuscript must be approved and ready to go to the printer the Friday before the Wednesday we want to publish. *The Capital City Hues* only publishes every two weeks, so we need to take their schedule into account as well.

Inclusivity Efforts: In the past, we had a program for having *Candidates' Answers* translated into Spanish by high school Spanish classes. We paid to have it laid out, printed, and distributed by *La Comunidad*, the free Spanish community newspaper. These arrangements are no longer in place.

We also had concerns that the verbatim aspect of *Candidates' Answers*—with the spelling of candidates' names, typos, grammar, etc.—are impossible to capture in a translation.

The table above shows the large number of copies distributed in print. *The Capital City Hues* is a publication written for and by people of color in Madison and its environs. It is available free on newsstands. Members also hand-deliver copies of *Candidates' Answers* for distribution through the Dane County Library system. Copies are delivered to stores, community centers, senior centers, food pantries, and wherever we have contacts. The pandemic has made this more challenging.

Vote411.org gets huge publicity nationally by LWV, and statewide by LWVWI. It allows anyone to type in their address and see their specific ballot information. Vote411.org has a Spanish edition and much of the statewide information is translated to Spanish. Vote411 social media campaigns are in English and Spanish, possibly in Hmong, as well. However, our specific content is only in English.

Publication/Medium: Voter Service Materials

Purpose/Mission: Print materials are used to reach out to members of the public to inform them about voting. For example, the most frequently used is a bookmark-sized piece that contains basic information about election dates, how to register to vote, and Voter ID requirements. It is used in multiple settings: farmers' markets, food pantries, public libraries, voter registration events, etc. The Voter Service Steering Committee (VSSC) often creates items (e.g., flyers, banners, cab cards, full-page flyers) for use at special events, or for particular venues or audiences. Some items are also created for the Voter ID Coalition.

Audience: General public

Frequency: Printed as needed.

Length Requirements (Min and Max): Varies

Tone: Factual

Content Selection Process: Standardized information with changes made as needed to be accurate as suggested by the VSSC. Graphic design is generally done by an experienced volunteer or the League staff.

Editing Process: Review by VSSC and VSSC Communications Lead

Delivery Requirements: Usually distributed at events. Whether printing in the office or through an external vendor, allow at least one week for production.

Inclusivity Efforts: Spanish version available for some materials. Some flyers are specifically designed for low-literacy voters.

Publication/Medium: Speaking on Behalf of the League

Current owner/manager: Executive Director, President, and Exec Committee

Purpose/Mission: To position the League as knowledgeable advocates in areas of voting rights, voter education and registration, civic engagement, and more.

Format: This includes written statements, verbal testimony at hearings, a press conference, pre-scheduled or on-site media interviews, and conversations with public officials both elected and appointed when identifying as a member or representative of the League of Women Voters of Dane County. This does not include statements made as an individual citizen without reference to LWVDC (for example, a letter to the editor that does not make mention of membership or representation of the League).

Audience: League members, general public, news media, community organizations, lawmakers, community leaders

Frequency: Varies

Length Requirements (Min and Max): Varies depending on venue/circumstances (for example, public testimony limits, request for a presentation from community group)

Tone: Formal, educational/informative, realistic yet positive and encouraging. Passionate yet measured.

Content Selection Process: Per current LWVDC policies and procedures, authorization is required for League officers/directors, board members, staff, and other members to speak publicly on behalf of the LWVDC.

Editing/Approval Process:

From [LWVDC policies and procedures](#):

B. Consensus Questions, Letters, Statements, etc.

1. Member agreement questions on local program topics, summaries of member agreement, and statements of support positions shall be approved by the Board. The positions may be acted on as soon as approved.
2. Speakers for all public meetings (workshops, general meetings, radio and television broadcasts) shall be approved by the President, who carries the major responsibility for the League image.
3. Discussion outlines, communications to units, Bulletin articles and minutes shall be read by the President, Executive Director, and/or appropriate Board members before copying and distribution.
4. Letters, statements, and all other substantive communication on local issues shall be submitted to the Executive Committee (or President if time does not permit) for approval. The exact wording and method of presentation shall be determined by the appropriate committee and President. Responses to LWVWI and LWVUS calls for action (such as a letter-writing campaign or speaking at a rally) should be approved by the President.
5. Letters, statements, questionnaires, and all other substantive communications to the public and to appointed and elected officials shall be signed by the President as elected spokesperson. They may be co-signed either by the committee chair or, in the case of outlying Units, by a resident Board member or the Unit leader.

6. The President may designate an officer, Board member, or appropriate League member to deliver an official statement at a hearing.

C. Individual Action Alerts

The Board, Executive Committee or President may also direct that the full membership be alerted to the need to act as individuals.

D. LWV Representatives on Governmental or Community Commissions or Committees and League Observers

1. In order to function as a working member of a committee, an official League representative may take part in the discussions and decision-making of the group. The representative should be well versed on League positions and take care that any representation reflects League positions. The League representative should periodically report on the group's activities to the President and/or Board. Official League representatives on government boards, commissions or committees must be paid-up members.

2. Observers are not to participate in meetings without authorization to present a League position. However, they may ask questions for clarification. When observing a meeting for the League, an observer shall not sign a resolution as an individual.

Inclusivity Efforts: As our membership grows and diversifies, we must consciously make an effort to represent our membership and a variety of voices.

Publication/Medium: Official Statements

Current owner/manager: Executive Director, President, and Exec Committee

Purpose/Mission: Publicly take a stand on current events and public policy debate when it relates to the League's positions and values as a way to serve and advocate for our community.

Format: Typically, a written statement that may be published on the website, in ENews or a special email blast/action alert, and/or on social media. Depending on the circumstance, we may release the statement to the press (see: Publicity & Press Releases). When necessary, an approved League representative may speak to news media in person (see also: Speaking on Behalf of the League).

Audience: League members, general public, news media, community organizations, lawmakers, community leaders

Frequency: Varies

Length Requirements (Min and Max): Varies depending on circumstances. Most often, a few paragraphs and no more than one page.

Tone: Formal, educational/informative, realistic yet positive and encouraging.

Content Selection Process: Deciding whether to make a statement should follow League hierarchy (e.g., national events will be handled by LWV; state events will be handled by LWVWI; Dane County events will be handled by LWVDC).

Similar to LWVDC policies and procedures re: speaking on behalf of the League. Any member may suggest taking a policy stand or releasing an official statement; suggestions should be sent to the Executive Committee, Executive Director, and Communication Chair(s). Those leaders will evaluate based on whether the issue directly or indirectly affects our organization and/or our constituents.

We will make statements in areas where we are experts (e.g., local issues of voting, democracy, civic engagement); in areas where we are allies, we will lift up the voices of others. There are times when it's appropriate for the League to take a stand and other times when it's more appropriate to amplify those with more knowledge or a personal stake in the outcome. This decision will be made on a case-by-case basis and with thorough group discussion.

Writing/Editing/Approval Process:

The Executive Director or any member of the Executive Committee or the Communications committee who is available and willing to write a first draft may do so; that same group above will be asked to review, suggest edits, and give final approval.

Timeliness is crucial. For many current events, turnaround time should be no more than 48 hours after. This is why it's also important to be proactive. When we know something is about to happen – e.g., a court verdict – we can prepare multiple statements for each possible outcome. Other times, we may be surprised but still need to be ready to act.

Inclusivity Efforts: If resources are available, it would be ideal to translate official statements into multiple languages and distribute to a variety of news outlets.